**“I use it”: LIQUI MOLY launches nationwide advertising campaign**

“Real people with something real to say” – oil manufacturer’s biggest advertising investment in North America to date

**February 2017 – “I use it” is the slogan of the advertising campaign being launched by oil and additive specialist LIQUI MOLY in the USA and Canada. The focus is on garage owners and their experience of LIQUI MOLY. “We show real people with something real to say”, says Sebastian Zelger, responsible for LIQUI MOLY’s North American trade.**

LIQUI MOLY is deliberately doing without celebrities as testimonials. “We want to provide a platform for these everyday heroes,” says Zelger. “They’re all people who work with our products on a day-to-day basis, which is why we’re calling the campaign ‘I use it’.”

Users include Josh Collver of the European Service Center in Dallas, TX. He talks about a BMW Z4 M that was brought into the garage with problems: „This BMW came to us with low oil pressure faults and had obviously not been maintained. After a thorough engine flush with LIQUI MOLY products and fresh Smooth Running High Tech 5W-40, there were no more pressure faults or stumbling. We have full confidence that with these products, the customer has avoided the need for an engine replacement!” See www.iuseit.us for details of Josh Collver and the other testimonials.

LIQUI MOLY developed the advertising concept itself without using an agency. This reflects the oil manufacturer’s philosophy of doing as much as possible in-house. The campaign will run for the whole of 2017 – digitally as well as in magazines, trade journals and consumer media, both in the USA and in Canada. LIQUI MOLY is also involving its customers in the campaign to further extend coverage. The company has significantly increased its advertising budget for this project. Sebastian Zelger: “This is our biggest advertising investment in North America to date.”

**About LIQUI MOLY**

With around 4,000 items, LIQUI MOLY offers a global, uniquely broad range of automotive chemicals: Motor oils and additives, greases and pastes, sprays and car care, glues and sealants. Founded in 1957, LIQUI MOLY develops and produces exclusively in Germany. There it is the undisputed market leader for additives and is repeatedly voted the best oil brand. The company led by Ernst Prost sells its products in more than 120 countries and generated 441m euros in sales in 2015.

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